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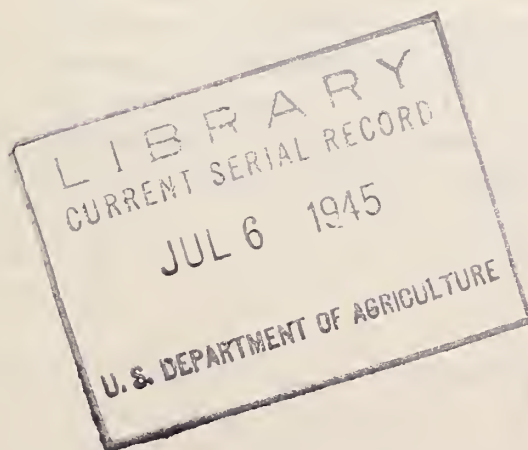
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Marketing activities



WAR FOOD ADMINISTRATION
Office of Marketing Services

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effect.



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Better Egg and Poultry Marketing

. . . .By Melvin W. Buster, Poultry
Products Division, Dairy and Poultry Branch

Each year the marketing of eggs and poultry becomes more important--and more complex. The complicating factors include (1) confusing and conflicting State egg- and poultry-marketing laws and regulations, (2) the use of different standards and grades of quality and terminology, (3) movement in processing and trade channels back and forth across State lines, and (4) lack of proper facilities for handling eggs and poultry.

To improve this situation and to achieve a well-balanced poultry and egg consumption, a voluntary, Nation-wide egg and poultry program, based on quality conservation and uniform identification, is being suggested.

Under the present marketing system, producers in most sections of the country lack the incentive to produce and properly care for poultry products of acceptable table quality. As a result, the consumer receives a variable product. With proper handling and identification, producers, processors, distributors, and consumers would be able to evaluate these products in proper relation to price. This would mean a more general acceptance of all these products and would remove any present consumer suspicions based on uncertain quality.

Constant Flow of High Quality

Maximum poultry and egg consumption, with the resultant benefits from increased volume, can be achieved by offering consumers a constant flow of products of uniformly high quality. Everyone concerned should be interested in marketing developments that provide a constant supply of uniform and acceptable poultry products.

Efficient grading and standardization based on sound research and practical marketing experience is the basis for the development of a more efficient and profitable marketing program. The adoption of uniform standards, grades, terminology, and labeling will improve other phases of the Marketing system. The use of uniform grade standards and terminology does not require elimination of name brands. Trade brands should be continued to strengthen pride of the packer and to increase the confidence of the dealer and consumer in the grading, skill, efficiency, and integrity of the packer.

As a result of inquiries, industry members have made these seven suggestions helpful toward bringing about needed changes:

1. Establish a more efficient voluntary marketing program based on uniform standards, grades, and terminology, through which quality conservation and economies in processing and distributing eggs and poultry can be more readily and generally applied.

2. Develop, refine, and administer simple uniform-quality standards and grades for marketing poultry products.

3. Formulate terminology, labels, and designs to identify graded products in a manner easily understandable and acceptable to producers, processors, distributors, and consumers.

4. Encourage each State to consider the establishment of an official voluntary grade-certification program with suitable grade identification, agreements, and supervision.

5. Train, authorize, and supervise inspectors and graders so that efficient grading may be obtained on a uniform basis.

6. Obtain cooperative analysis of marketing problems relating to quality conservation, and facilitate use of the best results of scientific research and practical experience in improving the marketing of eggs and poultry products.

7. Develop educational programs, materials, and equipment to acquaint producers, shippers, processors, distributors, and consumers with uniform grade standards.

Cooperation

The development of such an extensive program should be undertaken by members of the industry with the cooperation of regulatory and educational representatives.

In most States official grading work is now administered cooperatively by State departments of agriculture, or bureaus of markets, the Agricultural Extension Service, and the Office of Marketing Services. Such cooperative responsibility and action is very important because the success of voluntary grading programs depends on well-coordinated regulatory and educational activities.

State officials now responsible for grading work might assume cooperative responsibility for calling together representatives of all agencies interested in egg marketing in each State for a preliminary conference to consider the development of a better-coordinated marketing program. Representatives of processors, shippers, retailers, and consumer organizations, supervisors of vocational-agriculture teaching, as

well as representatives from State departments of agriculture, State College specialists in poultry research, home economists, and others interested or active in marketing activities, should be invited to attend State conferences.

Participation in the program by a State or by an individual industry member should be entirely voluntary. It should be clearly understood that the Federal Government has always operated on the basis of voluntary grading programs for poultry products. If compulsory grading programs are developed, industry and not Government should take the lead.

An authorized State agency should be primarily responsible for administering the national program within each cooperating State. Responsibility for coordinating the cooperating States' activities should logically be placed in a central agency such as the Office of Marketing Services--to facilitate uniform operation and the rapid exchange of information about the more successful methods and administrative procedures.

The State Agency

The authorized State agency should be composed of representatives of the principal interested groups. It may properly consist of five to nine persons, including representatives of the State department of agriculture; the Extension Service; and producer groups, consumer groups, and marketing groups. No changes are proposed in the administration agencies which are supervising grading work at present. The suggestion on the make-up of authorized agencies is offered as a means of broadening administrative interest and responsibility and of encouraging participation.

The responsibilities of the State agency and the central administrative agency, while varied, are many and important. The central administrative agency is to serve as a coordinating agency to assist the authorized State agencies in administering a uniform Nation-wide egg and poultry conservation program more efficiently.

As a means of obtaining and maintaining efficient coordinated efforts, annual State and national conferences would be held to consider all subjects and activities associated with the development and operation of a national program.

The conferences should serve to focus all the interest, effort, and ideas of industry leaders on a single major quality-conservation program; contribute to the uniform interpretation of national standards and grades; furnish a democratic medium for compromising differences; and furnish a representative medium for constant refinement and improvement of the structure and administration of the national marketing program.

It is proposed that the State conference be arranged and conducted by the authorized State agency at a definite, time suitable for the purpose, at State colleges of agriculture or State departments of agriculture, and with a definite planned program. This program should include discussion of current problems of great interest, such as progress reports on research; materials, production, and the use of packages; demonstration of grades; production problems affecting markets and marketing problems affecting production; processing problems and progress; consumer preferences and demands; retailer problems and progress; progress reports on grading and inspection programs; and other subjects involving the production and maintenance of high-quality products.

The agenda for national conferences should be arranged cooperatively by the central coordinating agency and members of the industry. It should include pertinent subjects on the processing, packaging, and marketing of eggs and poultry products and especially grade standards and the administration of Federal-State grading programs. On the program would appear speakers from the United States Department of Agriculture; State departments of agriculture; agricultural colleges; and producer, processor, distributor, retailer, and consumer groups. Special committees would be selected on (1) grade standards for eggs and poultry products; (2) grade labeling; (3) organization and administration of grading procedure, including financing; and (4) education on grade standards, terminology, labels, and grading and inspection procedure.



DRIED DATE IMPORTS DISCUSSED

U. S. importers of dried dates have recommended to WFA that some 28,000 tons of Iraq and Iran dates, expected to be available this year, be allocated to them on the basis of their individual imports during the 6-year period beginning in 1935. The recommendation was made at a recent conference of importers and WFA officials in Washington.

It also was suggested that WFA withhold (for 30 days) 2 percent of the dates available for allocation as a contingency reserve to cover any inequities which may later be discovered in the allocation. After adjustments have been made, the residue, if any, would be prorated among all importers.

Early plans for importation of the fruit are being made so that the supply can be packed, shipped, and distributed in this country in ample time for the Christmas trade. In pre-war years, the U. S. imported about 25,000 tons of dates annually. Imports in 1942 and 1943 were negligible.

MAILING LIST NOTE TO READERS: The *Marketing Activities* mailing list is undergoing the annual revision prescribed by regulations. Unless you notify us by July 15 that you wish to continue receiving the periodical, your name must be dropped after the July issue. A post card to the editor will keep *Marketing Activities* coming for another year.



HOG SUPPORT PRICE TO INCLUDE ALL WEIGHTS

WFA has announced removal of the 300-pound top limit on the weight of hogs for which support prices are effective. Under the broadened program, prices will be supported until September 1, 1946, at \$13.00 a hundredweight, Chicago basis, for all good and choice barrow and gilt butcher hogs regardless of weight.

Increase in the hog support price from the previous \$12.50 to \$13.00 a hundredweight, for good and choice butchers up to 270 pounds, was announced on April 11, 1945. The top limit on support weights was raised to 300 pounds on April 25. This top limit is now removed.

Further broadening of the price support program was expected to aid in stimulating adequate production of fall pigs, in line with the increased goal of 37 million pigs early in April.



BAKERS, GROCERS WARNED OF CONTINUED PROSECUTIONS UNDER WFO 1

In adopting an amendment to WFO 1, effective May 10, clarifying the provision with respect to consignment selling, WFA issued a statement that order violators would be brought promptly into court and vigorously prosecuted.

For several weeks, it was explained, compliance action against violators had not been pressed because of certain legal questions arising from a United States District Court decision unfavorable to the Government. These problems have been considered with the Department of Justice and eliminated. Consequently, no obstacle remains to the vigorous enforcement of this order. Immediate investigation of reported violations will be undertaken by the WFA's Office of Investigatory Services, and United States Attorneys have been requested to institute actions against violators with all possible speed. Consignment selling or subterfuges which create comparable wastes involve the return to bakers of baked goods unsold by retailers, the products then usually being either destroyed or used as feed for animals. Before WFO 1 was issued, large quantities of critical ingredients--shortening, dried milk, and sugar--were wasted as a result of these practices.

Frozen Fish for Inlanders

. . . . Maurice Rattray, Chief, Fish and Fish
Products Division, Special Commodities Branch

The post-war outlook for fishery-products marketing today contains its share of unknowns, but comparatively recent developments throw some light on things to come.

Rapid growth and acceptance of quick freezing as a means of preserving foods seems to be the greatest single factor which will affect fish-marketing methods after the war.

Evidence that frozen foods nowadays generally show up oftener in the menu of the average American family is the relatively recent establishment of frozen food locker plants throughout the country. These plants now total more than 5,700 and are used largely for the storage of frozen food for family use. They average about 300 lockers each, with a storage capacity of 300 pounds per locker. The average turn-over is about three times a year. This means that a new marketing technique has been found for a billion and a half pounds of all foods annually and that a portion of the locker space will be available for fishery products.

Noteworthy to the fish industry--particularly to its frozen fish branch--is the fact that a large percentage of these individual locker plants have been constructed in the Middle West and at other inland points which in the past have consumed only small amounts of fresh and frozen fish.

Further indication of the trend toward use of frozen foods has been the establishment in certain exclusive shopping districts in New York City, Washington, D. C., and other cities of stores that carry frozen food items only. At present, these stores cater to high-income groups, but as operating costs are lowered by increased efficiency, greater consumption may be expected also by people in lower income brackets.

The expansion of post-war markets for frozen fishery products may be limited in the immediate post-war period by inadequate manufacture of retail distribution equipment and retarded development of farm and home freezers. Enlargement of the frozen storage capacity of household refrigerators is another factor which will require considerable time to accomplish. However, these are temporary factors.

Another factor that may influence the marketing of fishery products is the use of air transportation. This form of delivery offers an

advantage in speed of shipment where perishable products such as crabs, lobsters, oysters, fresh tuna, pompano, and salmon are involved. Air transport also will be an advantageous means of reaching towns and villages heretofore considered out of the way. Fish transportation by air--if it develops commercially--probably will be limited at first to the highly perishable, high-cost species.

In recent years Army camps, school lunch programs, and industrial plants, by utilizing fishery products in feeding programs, have introduced fish and its products as a major protein food item in the diet of many to whom they were unfamiliar. Some of these wartime consumers are potential post-war users.

Specialty products, notably precooked frozen fish, will undoubtedly find a place in the menu because of their convenience in shipping, storing, and preparing. Housewives increasingly tend to prefer processed fish to round or whole fish. Both appearance and ease of preparation makes packaged fillets, steaks, and the like preferable.

The effectiveness of these special factors in post-war marketing will depend largely on higher standards of quality, technological improvements, education, and institutional advertising.



75 PERCENT SET-ASIDE OF SPRAY MILK POWDER CONTINUED

Manufacturers of spray process nonfat dry milk solids (spray dried skim milk) are required to set aside for Government purchase 75 percent of their production during June and July, WFA has announced. This action continues the set-aside quota at the same rate established for April and May.

Government requirements for milk powder, including both spray and roller process, are increasing and large supplies are urgently needed for overseas shipment. Although no set-aside requirement is in effect for roller process nonfat solids, manufacturers and assemblers were requested in the announcement to increase their offerings immediately so that larger supplies could be made available to meet Government requirements.

Civilian supplies of spray nonfat milk powder are expected to average about 9 million pounds during both June and July, which is approximately the same level available during recent months. It has been WFA's policy to adjust set-aside quotas in accordance with monthly changes in production so as to maintain fairly even supplies for civilian uses, largely as an ingredient in baking products, soups, candy, cottage cheese, and ice cream.

CANNED FISH FLAKES
IN SET-ASIDE ORDER

Canners of fish flakes produced from cod, haddock, hake, pollock, and cusk are now required to hold 100 percent of their current production for delivery to the Government. This action, taken in amendment 9 to War Food Order 44, effective May 20, 1945, applied restrictions to fish flakes for the first time.

Designed to fill increased requirements of the Navy, the effect of the amendment is to add one more type of canned fish to the nine other classes already being reserved for the Government.

The new amendment applies only to fish flakes produced in Atlantic coast canneries, and does not change the 80-percent requirement for the canned fish of the nine other classes.



GROWER PRICES FOR
CITRUS FRUIT FOR CANNING

On May 30, WFA and the Office of Price Administration reaffirmed that the grower prices for oranges and grapefruit for canning, announced late in 1944, would be used by the OPA in constructing canners' ceiling prices for the 1944-45 packs of single-strength citrus juices. In addition, WFA said these grower prices for grapefruit would be used in determining the maximum rates of subsidy payment on eligible civilian sales of canned single-strength grapefruit juice. The grapefruit juice subsidy program was first announced on November 10, 1944.

At the same time, a grower price was announced for the California-Arizona orange crop. Juice packs in Arizona and California are made primarily from summer oranges.

Canners' ceiling prices for orange juice will be based on the following raw fruit costs: \$47.55 per ton for Florida, \$41.55 per ton for Texas, and \$51.94 per ton for California and Arizona, f. o. b., packing house or roadside. Canners' ceiling prices for blended orange and grapefruit juice will also be based on these prices for oranges and on the following per ton "on tree" prices for grapefruit: Florida, \$35.67; Texas, \$25.00; and California-Arizona, \$21.00.

The present average level of civilian ceiling prices for grapefruit juice will continue. In determining subsidy payments to canners to cover the cost of grapefruit in excess of the cost as reflected in the civilian grapefruit juice ceiling prices, WFA will allow up to the following maximum raw fruit costs, per ton, "on tree": Florida, \$37.39 prior to January 1, 1945, and \$35.67 on and after January 1, 1945; Texas, \$25.00 for the entire season; and California-Arizona, \$21.00 for the entire season.

SWEETPOTATO CEILING
PRICES ANNOUNCED

Ceiling prices for 1945-crop sweetpotatoes will be increased 17 cents a bushel, it has been announced by the War Food Administration and the Office of Price Administration. This means that ceiling prices will average \$2.75 per bushel over the season at the Sunset, La., basing point. The season average of the ceiling prices for the 1944 crop was \$2.58 per bushel.

Ceiling prices on the 1944 crop f. o. b. basing point, Sunset, La., graduated upwards from \$1.90 per bushel during the main harvesting period to a high of \$3.15 per bushel late in the storage season. Upward adjustments in these prices will be made, to reflect the new average price of \$2.75 per bushel for 1945.

This increase was granted by the authority of the Director of the Office of Economic Stabilization as an incentive for increased sweet-potato production.



WFA POULTRY ORDER EXTENDED
TO 10 NORTH CAROLINA COUNTIES

WFA has extended the poultry set-aside order (WFO 119) to 10 broiler-producing counties in North Carolina. The order, requiring the setting aside for Government purchase of 100 percent of the poultry processed by authorized processors, became effective on May 14 in these counties: Guilford, Randolph, Moore, Lee, Chatham, Alamance, Orange, Durham, Granville, and Wake.

Since last December 8, when WFO 119 became operative in other major U. S. broiler-producing areas, it has been the principal means of providing American armed forces with a supply of fresh poultry. The poultry has been needed for regular menus of the armed forces and also for use in hospitals and rest camps overseas and in this country. Before May 14, poultry had been obtained in four concentrated producing areas in eight States by the U. S. Quartermaster Corps for all the armed services. The States are Virginia, West Virginia, Delaware, Maryland, Georgia, Arkansas, Missouri, and Oklahoma.

It was anticipated that most of the supply obtained in the designated North Carolina counties would be used to provide for current requirements of the War Shipping Administration. As applied to the North Carolina counties, as well as to all other designated States or areas, WFO 119 requires that live poultry be sold only to authorized processors and that such processors, in turn, offer the processed poultry to designated Government agencies.

Container Crop

. By J. H. Heckman, Fruit and Vegetable Branch, and Melvin H. Brightman, Dairy and Poultry Branch

It is going to be necessary to make maximum use of all new and used containers in this country to get this year's crops packaged. Last year and the year before, growers and shippers were better off. They had worked hard to provide themselves with enough containers. Most of the crop was marketed. Then last fall the feeling that the war would soon end apparently caused a let-down during the winter and spring, and fewer containers were salvaged than in the preceding year. Because of this, container supplies carried over from last season were far below normal.

Early this year the War Food Administration made a national survey of the container situation and advised growers and shippers to stock up on containers early and take advantage of second-hand containers, since there would not be enough new ones to take care of production this year if normal crops were produced. Shippers of some commodities, having already felt the pinch, have appealed for help.

Since many 1944 fruit and vegetable crops broke records, 1945 production will probably be smaller--but not enough smaller to justify a change in container buying practices. Georgia and the Carolinas are expected to top peach-production records this year, and baskets outside the regular supply territory are being sought to take care of some of the crop. The basket carry-over is reported low; reusable and substitute packaging is indicated for local markets and nearby sales. Large shippers who usually stock containers from 1 to 6 months in advance may be fairly well supplied.

Wooden Boxes

Wooden boxes are in short supply. Needs of the Army, which has a higher priority rating than either WFA or the civilian trade, receive first consideration. Production of lumber for wooden boxes and of wood pulp for paperboard boxes has fallen behind, the result of (1) manpower difficulties and (2) weather conditions last winter in the forests of some of the Northern States, particularly Michigan and Minnesota, that held up transportation and logging operations. The freight embargo at Buffalo and Pittsburgh was also a hindrance. Excessive rainfall this spring in southern lumber areas has hampered production of many types of lumber, particularly that used for barrel staves, and this has contributed very largely to the shortage in barrel production.

The ability of manufacturers of nailed wooden boxes to meet requirements for containers will therefore depend to a great extent upon

the quantity of lumber they can obtain. However, lumber allocations to the container industry for the second quarter suffered a substantial cut totaling 23 percent below requirements. The reductions were graduated according to the priority rating of the industry for which the containers were to be produced. Fruit and vegetable containers carry an AA-2X rating. Ratings extend from AA-1 to AA-5.

In case of emergency, manufacturers may file appeals for supplemental allocations, and it is understood that distress cases will receive favorable consideration insofar as supplies are available.

Production of fruit and vegetable boxes made from lumber fell slightly during the first quarter of this year as compared with the first quarter of 1944. Since requirements for these boxes are expected to be about the same as last year, a shortage of containers is inevitable. This shortage can be met only by the salvaging and reuse of good second-hand containers.

Textile bags are used instead of boxes for corn, potatoes, cabbage, onions, rutabagas, and turnips, in accordance with WPB provisions. The open-mesh type bag is in better supply. Supplies of bags made from cotton goods, sheeting, or burlap are more critical.

Fiberboard

The supply of fiberboard is more critical today than ever before, and WPB warns that the situation may get worse. Holders of ratings of AA-3, AA-4, or AA-5 will probably have considerable trouble in getting their fiberboard requirements during the third quarter of this year, and in certain sections manufacturers with an AA-3 or lower rating may find fiberboard shipping containers almost impossible to obtain.

Some areas are better off than others. The South seems better supplied than the East and the west coast. Manufacturers could turn out twice their production of boxes if they could get the board for the corrugated and solid fiber boxes needed.

Container manufacturers are also concerned over the manpower shortage. The paperboard industries operate with comparatively few employees, and even a slight loss affects production. The principal difficulty, however, is the shortage of pulp. Pulp-producing mills have been urged to increase their wood-pulp production if possible.

The War Production Board has made an effort to insure shipment of pulp and paper from Sweden and other Scandinavian countries at the earliest possible date. Facilities for shipment on the St. Lawrence River and the Great Lakes are adequate for the delivery of pulpwood from Canada. But movement of supplies to and of paper products from many paper mills is hindered by a shortage of 18,000 to 20,000 freight cars a day plus the lack of suitable trucks and tires. Transportation problems will probably extend for a year beyond VE-day.

Meanwhile, military requirements for containerboard are at peak levels. This makes things difficult for domestic users. The need for making use of old containers will probably be greater than ever during the third quarter. And after the war ends there will be a big demand for export-shipping containers.

Fiberboard, used mainly for shipping processed foods, is in shorter supply than wood for boxes. There has been no change recently in the over-all situation in paperboard containers.

The approximate annual production of corrugated and solid fiber boxes is 5 billion units. About half of these boxes pass through the hands of waste-paper dealers and may be reused if they are opened carefully and grouped according to size. For reuse, the boxes may be turned inside out, and new brand names may be printed on or labels may be pasted on the boxes. Use of plain cartons and spot sealing or taping makes for easier reuse. Generally, used containers are better suited for truck shipments than for railroad shipment or long hauls.

Egg Cases

Production of wooden egg cases will be about the same this year as last, but production of fiber egg cases will be slightly less--primarily because many users did not order their cases in time for manufacturers to fill the orders. Fiber cases should be used wherever possible, to conserve materials. New fiber or wood cases may be used for rail transportation in refrigerator cars, but according to Interstate Commerce Commission rulings used fiber cases may be used for shipment by truck only.

During the war, losses resulting from damage to eggs and egg cases have increased greatly. To find out how the damage might be reduced, the War Food Administration last year arranged for a series of laboratory and transportation tests to be conducted by the Forest Products Laboratory in Madison, Wis. Factors causing this damage include lack of suitable containers and packing materials, improper handling and inexperienced help, careless egg grading, incomplete or improper closure of the cases, use of poorly equipped and reconditioned cars, and careless loading of cases in railroad cars and trucks. The findings (the tests were begun in January 1945) are expected to reduce the costs of the poultry industry--and of the Government on its own purchases--by lowering egg and egg-case damage in packaging and shipment, and through development of improved specifications for materials and the construction of egg cases and filler material and recommendations for improved handling and conservation.

Here are some things egg producers can do to better the situation:

(1) Keep supplies of 3-inch paper tape and threepenny large-headed cement-coated nails on hand for repairing fiber and wooden egg cases.

(2) Repair broken cases promptly.

(3) Use second-hand cases to deliver eggs from producers to receivers, or to ship eggs for short distances.

(4) Store, in a relatively cool, dry atmosphere, cases not needed immediately.

(5) Keep fiber and wooden egg cases separated.

(6) Remove tops from wooden cases carefully, to avoid splitting them.

(7) Use only clean cases, flats, and fillers.

(8) Grade eggs for uniformity in size.

(9) Pack eggs with small end down. Pack large eggs, cracks, and checks separately. Extra-large eggs for shipment should be packed 18 eggs to the filler.

Egg cartons are short also, and wherever feasible their reuse should be encouraged. When they can no longer be used for eggs, they are still needed in the waste-paper salvage drive.

Milk bottles are short. There has been an increased demand for glass to package certain products which ordinarily are packaged in tin. Materials for the manufacture of glass containers are available; the principal complication here is the lack of manpower.

Metal Containers

All forms of metal containers are short as a result of limitations on materials and of the exceedingly great demand for metal for steel drums, tin cans, and other metal containers needed for export purposes. Also, millions of tin cans are used for frozen eggs and many fruits shipped in bulk for domestic use.

Veneer wire-bound boxes customarily used for movement of poultry are indicated to be in a little better supply this year than last. Steel strapping used for overseas shipments of all types is extremely tight and will probably remain so for several months.

Both slack and tight barrels are short (right now slack barrels used for flour, milk powder, and other dry food products are shorter). The tight barrels are used for shipping (1) condensed milk and many fruits packed in bulk for freezing and storage, and (2) corn sirups, vinegar, and many types of liquid food products. Even used barrels are short.

Tin, wood, and fiberboard containers are all scarce for shipping meat. Corrugated fiberboard boxes are used mainly for domestic shipments. Specifications for fiberboard boxes have been changed in the past year. Less wood pulp is used in fiberboard. This results in lighter-weight containers for shipping canned and frozen meats for export purposes. Waste paper and wood pulp are used in the manufacture of these containers.

Used barrels and tierces are used for shipping cured pork in brine and lard for export. Lend-lease shipments are getting considerably smaller but Army needs for the time being are tending to increase. Containers for Army and lend-lease shipments are not returned to this country.

Containers best adapted for reuse include baskets, hampers, tomato lugs, and Bruce boxes. The Bruce box is a wire-bound type that can be "knocked down" for economical reshipment and reused. The approximate annual production of these boxes is 50 million.

Available are reduced rates that permit the return of all types of used fruit and vegetable containers to the heavy-producing areas of the South, the Southwest, and the Pacific coast.

So users of containers for all agricultural commodities are advised to order early. Heavy demand and tight transportation will cause delay and even failure in filling orders. The same adjustments and practices that succeeded in carrying most of the crop to market during the past 2 years are still required.



DISTILLED RED OIL RETURNED TO ALLOCATION

Distilled red oil (commercial oleic acid) will be returned by the War Food Administration to allocation beginning June 1, 1945. This raw material, highly essential in war production, will be distributed and used only upon specific authorization.

Allocation of red oil, suspended April 1, 1944, is being resumed under an amendment to WFO 53. Set-aside provisions and inventory limitations, in affect under the order since April 1, 1945, have been eliminated. Delivery and use of the oil in quantities of 450 pounds or less in any calendar month are permitted under general authorization.

Because saponified red oil is used as a replacement for distilled red oil when the latter is not available, the amendment places the saponified product in a preferential delivery status to make it available for essential uses before it can be used in producing liquid, industrial-laundry, or household-laundry soap. Inventories of saponified red oil will be subject to the limitation provisions of WFO 87.

BUTTER AND CHEESE SET-ASIDE QUOTAS FOR JUNE AND JULY

WFA has reserved 55 percent of June and 50 percent of July creamery butter production, and 70 percent of June Cheddar cheese production, for sale to Government agencies by issuing War Food Orders 2.10 for butter and 15.16 for cheese. The current set-aside is 55 percent for butter and 65 percent for Cheddar cheese. These quotas were established in accordance with the policy of war procurement agencies to obtain the bulk of their yearly requirements during the months when production is highest.

Supplies of creamery butter for civilians during June and July are expected to average 80 million pounds each month, which is about the same quantity estimated to have been distributed during April and May. Civilian supplies of Cheddar cheese during June are expected to continue at about the same level as in recent months--approximately 36 million pounds.

War requirements for butter and cheese are higher than at any previous time. For this reason set-aside quotas are somewhat higher than last year. During June and July 1944 the butter set-asides were 50 percent and 45 percent respectively, and the set-aside for Cheddar cheese in June 1944 was 60 percent.



FLUE-CURED TOBACCO ORDER AMENDED

An amendment to War Food Order 4.7 revises the provisions that regulate the purchase and sale of scrap tobacco of the 1944 flue-cured crop. Effective May 11, the amendment was intended to enable manufacturers to purchase the season's remaining scrap without regard to allocations. About 7 million pounds of scrap was in the hands of dealers at the time the amendment went into effect.



CREAM DEFINITION REDEFINED

War Food Order 79 has been amended to broaden the definition of cream to include cream to which any edible ingredient has been added. Effective May 15, the amendment was found necessary because some creameries had been advertising eggnog as a substitute for cream. This resulted in an evasion of the cream conservation objectives of WFO 79. The amended definition of cream does not include the mixture used in making ice cream, as this mixture is already covered by WFO 8, applicable to the ingredients used in ice cream mix.

Massachusetts

Milk Marketing Studied

A milk study now in progress, aimed at showing the supply areas, location of producers, and disposition of milk by uses and price history in secondary Massachusetts milk markets, is set for completion by July 1, 1945.

Included are the markets of Springfield, Worcester, Fall River, Lowell-Lawrence, and New Bedford. The study is being made under a memorandum of agreement signed by officials of the War Food Administration, the Department of Agricultural Economics of the Massachusetts State College, and the New England Research Council on Marketing and Food Supply. It is a joint study by the Office of Marketing Services (through its Massachusetts Market agents); the Massachusetts Agricultural Experiment Station; the New England Research Council on Marketing and Food Supply; and the Bureau of Agricultural Economics of the U. S. Department of Agriculture.

The markets selected constitute a complete range of all the types of price regulations now in effect, Worcester and Springfield are subject to orders of the Massachusetts Milk Control Board and have prices for milk payable to producers determined according to individual handler pools, in which a producer's price depends on the average value of the milk handled by his dealer. Both Fall River and Lowell-Lawrence are subject to Federal regulations, Lowell-Lawrence with the individual handler pool and Fall River with the market-wide type of pool, in which all producers are paid the average value of the milk of all handlers. New Bedford is regulated by the State, with the market-wide type of pooling.

Object: Facts

The principal object of the study is to make reliable facts available to people interested in understanding and improving milk-marketing conditions in these areas, particularly after the war.

The memorandum of agreement, signed during the latter part of May, provides that planning and general supervision, including the determination of market areas to be included, is to be shared jointly by the cooperating agencies. Specific responsibility for collection, assembly, and analysis of facts is divided among the agencies in the following way: WFA will assemble lists of milk handlers and compile monthly receipts of milk by handlers from (a) producers, (b) their own production, (c) other handlers subject to Federal orders, and (d) sources

not regularly supplying milk to the market. In addition, WFA will compile facts on milk disposition and some price data.

The Massachusetts Agricultural Experiment Station and the New England Research Council develop maps showing farm location of producers by markets, compile numbers of producers delivering during March 1945 (the most recent month for which data are complete); determine membership in cooperative associations; compile average prices paid to producers f. o. b. the market over a long period, such as 1922 to date; and compile, insofar as it is available, information on hauling charges and net producer prices at the farm.

The memorandum of understanding also provides that preparation of a report summarizing the findings of the study will be the joint responsibility of the cooperating agencies. Publication and distribution to all interested individuals and agencies is the specific responsibility of WFA through the Massachusetts administrators and market agents of its Dairy and Poultry Branch.



WFA AMENDS BEEF AND PORK SET-ASIDE ORDERS

WFA has reduced the set-aside of Army-style beef to 55 percent of the production of federally inspected slaughterers from the previous set-aside of 60 percent. This action, taken under amendment 23 to War Food Order 75.2, became effective May 20.

However, because other provisions of the amendment make additional types of beef subject to set-aside requirements, the net effect of the amendment was to obtain approximately the same quantity of beef previously obtained for the armed forces under WFO 75.2.

Through the amendment, set-aside provisions now apply to cow beef produced in Army style in federally inspected plants as well as to steer and heifer beef. Stags and bulls also are included by the amendment in the required set-aside of Canner and Cutter and of Utility grade beef produced by federally inspected slaughterers.

WFA has also amended WFO 75.3 to clarify and apply more specifically the set-aside requirements of this order to slaughterers who have hogs killed on a custom basis in federally inspected plants. This action, also effective May 20, was taken to make it clear that set-aside provisions of WFO 75.3 apply to slaughterers who have hogs custom-killed in federally inspected plants as well as to slaughterers killing hogs on their own account. The same amendment (No. 14) also reduced from 40 to 30 percent the percentage of set-aside hams for which a 96-hour smoke is required, and increased from 10 to 20 percent the percentage of set-aside 48-hour smoke hams. These changes, made to meet Army needs, do not affect the total set-aside requirement for overseas hams.

MILK FAT QUOTAS FOR ICE CREAM INCREASED 10 PERCENT FOR JUNE

WFA has amended WFO 8 to increase by 10 percent the amount of total milk fat which may be used in the manufacture of ice cream and other frozen dairy foods during June 1945. The amendment also permitted manufacturers of these products, who are confronted with the problem of handling greater quantities of milk in May, to use, at their option, all or part of their increased June quota during May provided that they compensate for such excessive utilization of the May quota by a like deduction during June. This action, taken as a result of an increase in milk production over that of last year's flush season (May and June) will accordingly increase civilian supplies of ice cream in both quality and quantity.

The action did not affect quotas following June. Beginning with July, a manufacturer's utilization of total milk fat will again be limited to 65 percent of the quantity he used during the corresponding month in 1942, rather than the 75 percent in effect in June only.

Although the purpose of WFO 8 is to restrict the use of total milk fat in ice cream so as to divert as much as practicable to the manufacture of dairy products for the armed forces and for essential civilian needs, this quota increase during June should not be construed to indicate a sufficiency of dairy products. The amendment was designed solely to assist the dairy industry in full utilization of heavy milk production during these two quota periods.

The increase in milk fat quotas for ice cream is particularly important in fluid milk areas where manufacturing facilities for dairy products other than ice cream are limited.



SHIPPING RESTRICTIONS ON POTATOES LIFTED IN MAINE

Effective May 22, WFA removed restrictions on the shipping of Irish potatoes produced in Aroostock County, Maine.

Provisions of WFO 120 require shippers to offer potatoes first to Government agencies and obtain WFA permits before shipping from a designated area. These provisions became effective in Aroostock County last January 31.

The original action was taken to assure sufficient supplies of good-quality potatoes for the requirements of the armed forces, for processors preparing potatoes for war use, and to prevent undesirable diversion of seed potatoes for planting areas.

ABOUT MARKETING:

The following reports, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach, and mail to the Office of Marketing Services, War Food Administration, Washington 25, D. C.

Farm Production, Farm Disposition, and Value of Principal Crops, 1943-44. (Bureau of Agricultural Economics) May 1945. 61pp. (mimeographed)

Tobacco Stocks Report as of April 1, 1945. 17pp. (mimeographed)

Dark Air-Cured Tobacco Market Review, 1944-45 Season. May 1945. 26pp. (mimeographed)

Meat Animals--Farm Production and Income, 1943-44. (Bureau of Agricultural Economics) April 1945. 20pp. (mimeographed)

Farm Production, Disposition, and Income From Milk, 1943-44, and Miscellaneous Dairy Statistics. (Bureau of Agricultural Economics) April 1945. 29pp. (mimeographed)

U. S. Standards for Summer Squash. March 1945. 4pp. (mimeographed)

U. S. Standards for Grades of Canned Apricots. May 1945. 11pp. (mimeographed)

U. S. Standards for Grades of Canned Asparagus. April 1945. 8pp. (mimeographed)

U. S. Standards for Grades of Canned Green or Wax Beans. May 1945. 10pp. (mimeographed)

Tentative U. S. Standards for Grades of Dried Figs. April 1945. 5pp. (mimeographed)

U. S. Standards for Grades of Dried Apricots. May 1945. 5pp. (mimeographed)

Tentative U. S. Standards for Grades of Frozen Brussels Sprouts. May 1945. 8pp. (mimeographed)

Tentative U. S. Standards for Grades of Canned (or Bottled) Grape Juice. May 1945. 6pp. (mimeographed)

Harvesting the Corn Crop. (Bureau of Agricultural Economics) April 1945. 27pp. (mimeographed and multilithed)

